

Bulletin

of the Mahoning County Medical Society

March ~ April 2007

Michelle Duffett Honored as "Gem of the Year"

Michelle "Shelley" Duffett was honored as the Mahoning County Medical Society Alliance "Gem of the Year" at the International Dinner on May 30, 2007, at Youngstown Country Club. A past president of the Alliance, Mrs. Duffett was chosen for her many contributions to the Alliance and to the community, among them the Touched by Nathan Foundation. Shelley is a life long area resident. She is a graduate of Boardman High School and Youngstown State University . She has worked as a registered nurse and presently works in her husband Ray's office and is busy with her children. She has been an 18 year member of the Alliance, serving on various committees. Shelley is a member of Zion Lutheran Church, the Canfield PTO and most recently served on the Board of Visitors for the Bitonte College of Health and Human Services. She is married to Ray Duffett and they have three children: Andrew, Dana and Ross.

The International Dinner is held annually by the Mahoning County Medical Society and Alliance in honor of Doctors' Day, March 30th.







Alliance Installs Officers

Tricia Potesta was installed as the 68th President of the Mahoning County Medical Society Alliance on

Wednesday, May 2, 2007, at a luncheon meeting held at the Poland Library. Other officers installed were Donna Hayat, president-elect; Paula



Jakubek, vice-president; Anita Gestosani, secretary; Karen Kuppler, treasurer; and Patty Schwendeman, corresponding secretary.

A native of Youngstown, Tricia graduated from Ursuline High School and attended Youngstown State University as well as Findlay College. She worked as a flight attendant for American Airlines for 20 years, based out of Chicago. Tricia lives with her husband Eugene and her sons, Anthony and Andrew, in Canfield. Her husband is a past-president of the MCMS and a delegate to the Ohio State Medical Association. Tricia has been active in the Alliance for six years, serving on the board and many committees. She currently serves on the Juvenile Justice Advisory Board, and she and her husband are supporters of the Canfield Baseball Club, Canfield PTO and the St. Christine's Home and School organization. During her term as president, Tricia plans to focus Alliance activities on community projects for youth, as well as raising funds for the Mahoning County Juvenile Community Advisory Board 501, Inc.

Luncheon speaker was "Merry Bee", Mrs. Jakubek's mother, who spoke about the habits of bees.

The Alliance presented checks of \$1600 each to four local charities: Red Door Cafe (St. John's Soup Kitchen), YWCA Housing Program for Women and Children, Protestant Family Services Emergency Medicine Fund, and the Humility of Mary Mobile Medical Clinic. The money was raised at the annual Alliance Fashion Show held in February.

Bulletin

Editor Thomas S. Boniface, MD Managing Editor Karyn Frederick Editorial Board

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The Bulletin is published bimonthly by the Mahoning County Medical Society, 565 E. Main Street, Suite 220, Canfield, Ohio 44406.

Phone (330) 533-4880 Fax (330) 533-4940.

www.mahoningmed.org

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CALENDAR

May 18-20, 2007

OSMA Annual Meeting, Columbus

May 31, 2007

Electronic Medical Records Workshop

and Vendor Show, Antone's

June 21, 2007

Annual OSHA Update, Antonés

June 22, 2007

Mahoning Valley Scrappers Family Fun Night

August 29 - September 3, 2007

Canfield Fair

September 22, 2007

YSU Family Tailgate Party

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From the President by Charles A. Crans, MD



ACCOUNTABILITY

As the plaintiff's attorney in a malpractice lawsuit begins to question prospective jurors for a trial, a question repeatedly solicited is "Do you think physicians should be held accountable for their words and actions?". Based upon this response, he or she then decides whether that individual is a suitable candidate as a prospective juror (*voirdire* - pronounced vworder).

As I delve into that question, I reassure myself we are all accountable not only for our actions, but also for what we recite and repeat. Words are powerful expressions of relationships in our everyday lives, and the "power of the pen" has been acknowledged for many centuries.

We are protected in one way by the First Amendment "Freedom of Speech". But just how far does this freedom extend, and where do words become implements of destruction? As children we recited "sticks and stones will break my bones, but names will never hurt me". Where does it end?

Where does one draw the line among those whose words and deeds are destructive -- the Imuses of this world (resulting in the loss of millions of dollars of income), the Alex Baldwins (resulting in family consternation), or the worst, Cho Seung Hui of the Virginia Tech massacre (resulting in 33 innocent deaths). We all must be held accountable for our actions -- to each other, and to a Higher Being -- Imus to his employer, Baldwin to his family, and Cho to his Maker.

The crime of Cho Seung Hui was irrational and evil, the act of a deranged and disturbed mind out of control. Don't let us allow our words and actions to escape our control. Be accountable for what you say and do! Remember, "do unto others as you would have them do unto you".

darle a Jone W

FROM THE DESK OF THE EDITOR

Thomas S. Boniface, MD



A BARREL OF MONKEYS

It's been said that you can teach a monkey *how* to do an operation, but you can't teach him *when*. This is often pointed out to students and junior residents in an effort to illustrate the importance of following the proper indications for surgery, and as a reminder that the mere presence of an abnormality is not necessarily a reason for action. It takes some level of thought and intellect, allegedly lacking in our primate friends, to understand the significance of a condition when comparing one course of action and its relative risk to another, or even that expected with what might be termed benign neglect. Interestingly I've never heard this witticism applied to any of the medical practices, although I guess it could be modified to "... teach a monkey to prescribe a vaccine / SSRI's / statins / LMWH / etc...", but none of those have much resonance.

This occurred to me the other day while rounding on the floor, as I flipped through the neoplastic growth of routine order forms now burgeoning in every chart. These are ostensibly a product of "Quality Initiative", to obey "compliance indicators", some publicly reported (uh-oh!) by CMS, others evidently in secret by JCAHO – or should I say, THE Joint Commission, by their preference, as in THE One and Only. (Perhaps they could change their moniker to THEOAO – more poetic than "Jay-co – but I digress.) In any event, each and every patient who "enters the system" now has, in triplicate, routine forms that appear to cover vaccination, blood / blood component orders, and VTE risk score, while those admitted for certain specific diagnoses, e.g. cardiac or trauma, have such reams appear in spades. Funny, and perhaps telling, how these volumes of forms appear and actions are taken long before the H&P is even done.

I realize and recognize the intent of such automatic behavior, along the lines of "don't think, just act", in the supposed interest of patient safety, but I have to wonder to what real effect? Back in my training, as a student I was taught to order a battery of 7 tests on each and every patient who entered the hospital, for any reason, large or small. CBC, CXR, EKG, 'lytes, BUN/Creatinine, liver functions, and VDRL. These were seen as screening tests, since the physician didn't or couldn't tell who might have syphilis, or kidney disease, or liver failure, or lung cancer, or a heart attack, so we tested 'em all. We stopped doing this extensive array of tests only after those who told us to do them in the first place came to the conclusion obvious to the casual observer — they were a waste of time and money. It seems history is once again repeating itself, this time perhaps to a different audience, however, one that is savvier and in control of the game. This time the ones calling the tunes aren't simply well intentioned but misguided Masters in Public Health, rather instead they are the insurers and their cohorts in government who may have finally figured out how to make us really dance, in the name of "Pay for Performance".

If you are paying attention, and can function somewhere above the level of a primate, you will acknowledge that just as not every lump needs to be removed, and not every human being needs an ACL, it's also true that not everyone needs to be vaccinated or given DVT prophylaxis just because they are in the hospital. These current initiatives are also likely the tip of the iceberg. Accepting this approach and "checking all the boxes" before even documenting a History and Physical, much less outlining a plan of action specific for this patient and his needs, serves only to reinforce the relinquishing of control we have been gradually allowing for the past few decades. It is both wrong and very dangerous for the medical profession to be coerced into reflexive behavior, superficially in the name of patient safety, when it results in such overt loss of our exercise of clinical acumen and practice, and worse yet when very soon my wages will be tied not to my treatment of the patient as an individual but upon my statistical performance measured a scale that might as well have been designed by Pavlov.

Unfortunately, we don't get paid when we don't act. There is no CPT for developing and maintaining a mutually beneficial relationship with our patients, which should include first and foremost a depth of understanding that allows us to see a patient as more than an item that needs their boxes checked so that we can get paid. This depth will not be found anywhere in the CMS or with Anthem – it's has to be in us, or it's nowhere.

Pass me a banana, would you?

JA Boilpumo

How to Avoid EMR Pitfalls

By Mark Norris, GBA Health Network Systems

Every physician that I speak with about Electronic Medical Records (EMR) questions the benefits and if there actually are any. They question the benefits because they know someone that has tried to implement an EMR and it appears to be a disaster. So, the thought of spending lots of money for lots of headaches is not very appealing. So, what is a physician to do?

According to the "experts" as much as 80% of all EMR implementations fail for some reason or another. Some of the reasons EMR implementations fail are as follows:

- 1. Sold a bill of goods there are predatory vendors and predatory contracts. Physicians sometimes enter into these agreements impulsively, forgoing their due diligence and having unrealistic expectations.
- 2. Unwilling to commit to proper training or resources no system is ready off-the-shelf and all will require significant customization.
- 3. Untrained project manager many physicians will make their office manager, who has never done an EMR implementation, the project manager. Since it is natural for people to resist change, it is necessary to have a strong project manager.
- 4. Costs more than it saves if the EMR does not reduce costs or result in improved quality of life, the physician will typically abandon the system.

With all of the failures and potential pitfalls, is it possible to have a successful EMR implementation? The answer is "yes". The next question is how?

The following guidelines will help to avoid EMR implementation pitfalls.

- 1. Never assume the vendor knows how you practice medicine. Even though a vendor may have many "successful" implementations in your specialty, do not assume it will work for your practice. Every practice is different and has different needs.
- 2. Verify all interfaces Make sure the system interfaces with your Practice Management system, labs, etc.. Don't take the vendor's word, speak to actual users.
- 3. Due diligence develop your requirements (just like creating a treatment plan for patients)
 - Determine WHAT you want it to do for you. Identify your goals.
 - Determine HOW it needs to work. Documenting a typical day for yourself will help to identify some of the "how". Be sure to include where you are when you are doing things. For example, at the hospital, in the office, at home, on the beach, etc. Location is very important when determining if an EMR will work the way you do.
 - Create a list of current frustrations that you and your staff are experiencing.
 - Create a wish list of things that you feel would help improve the your efficiency and that of your staff.
- 4. Have realistic expectations no system is ready out-of-the-box. Be prepared to commit the required time and resources. Done correctly, an EMR will <u>save</u> you time and money.
- 5. Price does not determine quality or success the most important factor when choosing an EMR is "does it fit the practice." Choose an EMR based on meeting your requirements.

Utilizing the above information will enable you to avoid some of the pitfalls with EMR selection. And allow you to take advantage of today's technology without the fear of making the wrong investment.

Mark Norris is the Business Partner Sales Manager for GBA Health Network Systems, based out of Warwick RI. He will be presenting the EMR Workshop on May 31st at Antone's Banquet Center. Registration information on this workshop is contained in this issue of the Bulletin.

NEW MEMBER

Francisco J. Cano, MD

Allergy and Immunology

45 N. Canfield-Niles Road Austintown, OH 44515

Medical Education:

University Pedro Henriques Urena, Santo

Domingo, Dominican Republic

Internship:

Yale - New Haven, Danbury, CT

Residency: Fellowship:

University of Connecticut, Waterbury, CT

State University of New York, Buffalo, NY

Bits 'n' Pieces

The following physicians have moved:

Effective May 1, 2007

Mahoning Valley Hematology/Oncology is now

The Hope Center for Cancer Care

835 Southwestern Run

Boardman, OH 44514

Phone: 330-318-1100

Fax: 330-318-1111

Chris A. Knight, MD

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Effective immediately:

Steven M. Swain, MD

1450 S. Canfield-Niles Rd.

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Phone: 330-799-8752

Fax: 330-799-8754

James F. Shina, MD

1450 S. Canfield-Niles Rd.

Austintown, OH 44515

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Effective June 1, 2007:

Gregory J. Facemyer, MD

Austin Square Medical Group

5121 Mahoning Ave.

Youngstown, OH 44515

Phone: 330-799-3223

Dr. William Bartels has dropped membership

Raymond S. Duffett, MD has been elected president of

the Ohio Orthopaedic Society.

Karyn Frederick, Executive Director of the Society, has been nominated for the 2007 Athena Award.

MARK YOUR CALENDAR FOR THESE FUN EVENTS!

As we mentioned in the last issue of the *Bulletin*, the MCMS is changing the format of our general membership meetings to events designed to appeal to the entire family. These events will offer members and guests an opportunity to meet and socialize with other physicians and their families, and to have a good time in the bargain!

The first of these events is the Family Fun Night at the Mahoning Valley Scrappers on Friday, June 22, 2007. The registration form on the next page will sign you up for the picnic and the game -- and all for just \$18 per person! Because this is taking the place of a regular dinner meeting, Society members (active, resident and retired) are FREE, so you just have to pay for your family/guests.

Don't miss this fun evening -- there are even fireworks following the game! Please indicate the total number of Picnic Packages you will need, including your free one.

The next big event we are planning is a YSU Tailgate Party on Saturday, September 22nd. MCMS will have a tent in the tailgate lot, food for everyone and plenty of games and activities for the little ones. Pete and Penny will be there, too! Save the date and join us for this event. The tailgating will begin at 1:00 p.m. with a 4 o'clock gametime. Game tickets will be available at a reduced rate, too, for those who want to see the game with Lock Haven.

We sincerely hope that these events will encourage you to join your colleagues to mix and mingle, and spend time with your family, too. Look for more information on these and other events in future issues of the *Bulletin*.



MAHONING COUNTY MEDICAL SOCIETY OPENING NIGHT VS. BATAVIA

Baseball is back in town and you are invited to join the Scrappers and the Mahoning County Medical Society on Opening Night at Eastwood Field!

friday, June 22nd 2007 [picnic: 5:30 pm, game: 7:05 pm]

[Picnic Package] This package is set at \$18 per person and includes a Box Seat Ticket. The picnic consists of an All-U-Can-Eat buffet that includes hamburgers, hot dogs, chicken sandwiches, pasta salad, baked beans, chips, and soft drinks.

[Game Festivities] The Scrappers are back and ready to take on the Batavia Muckdogs. The game includes all Opening Day festivities with a Post-Game Fireworks showcase.

Return order form with payment to: Mahoning County Medical Society * 565 East Main Street Suite 220 * Canfield, OH 44406.

Mahoning County Medical Society - June 22nd, 2007 I would like to purchase Picnic Packages @ \$18 each. I am enclosing a total of \$ Contact Name 1 Address: City: _______State: ______Zig: ______

FOR FURTHER INFORMATION, CONTACT KARYN FREDERICK AT 330.533.4880 OR BRAD LUDWIG AT 330.505.0000.

Mahoning County Medical Society presents

EMR Countdown – It really is coming!

The use of electronic medical records is inevitable and approaching fast.

Is your practice ready? What steps should you take?

This workshop brings answers to your doorstep ~ don't miss it!

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How to avoid preventable mistakes
CCHIT Certification - what is it?
So many choices.......
How do I choose the right one?
Integration vs. Interfacing
Barriers to implementation
And much, much more!

Presenter - Mark Norris

Business Partner Sales Manager for GBA Health Network Systems, based out of Warwick RI.

REGISTRATION & CONTINENTAL BREAKFAST ~ 8:00 A.M. WORKSHOP ~ 9:00 A.M. - 12:30 P.M. VENDOR SHOW ~ 12:30 P.M. - 4:00 P.M.

EMR WORKSHOP & VENDOR SHOW REGISTRATION

Registration Deadline - May 25, 2007

COST:

\$60 per person for County Medical Society members (Mahoning, Trumbull, Columbiana)

\$40 per person for additional staff members from same member practice

\$90 per person for Non-member physicians and staff

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Practice Name or .	Affiliation		
Street Address			
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Participant(s)	Participant #1 Name/Title		
	Participant #2 Name/Title		
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565 E. Main Street, Suite 220
Canfield, OH 44406
Phone: 330-533-4880
Fax: 330-533-4940
Email: mcms1872@sbcglobal.net

EMR Countdown -- It really is coming!

One of the key benefits of attending this workshop is the opportunity to meet with a variety of vendors, all at one time. The following companies have paid to participate in the EMR Vendor Show immediately following the workshop. Please plan to spend time with each of them to see what their products have to offer!



Allscripts is the leading provider of clinical software, connectivity and information solutions that physicians use to improve healthcare. Allscripts provides unique solutions that inform, connect and transform healthcare, delivering award-winning software applications, including Electronic Health Record (EHR) solutions that make practicing medicine less demanding and more rewarding for physicians.



e-MDs is an industry leader in providing affordable yet robust practice management and electronic medical record solutions to medical practices of all sizes and specialties. e-MDs offers an integrated suite of administrative, financial, workflow, and clinical software solutions which help create an efficient paperless medical practice. e-MDs software solutions help transform medical offices by improving workflow, increasing physician income, and optimizing patient care.

GE Healthcare



Centricity Practice provides practice management and EMR solutions for physician medical practices and physician service organizations. With over 36 years of experience, our proven solutions are used by customers in all states and specialties. Our high-performance revenue cycle management and clinical solutions provide a balanced and uncompromised, patientcentered approach that streamlines operations and quality of care. To learn more about GE Healthcare Centricity Practice, please visit our website: http://www.gehealthcare.com/ practice



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Independent Physician Services is a company based out of Pittsburgh and Meadville, PA. The company was spun off from a large, multi-specialty physician group from Northwestern Pennsylvania in 1996. IPS provides operational solutions to physician practices of all specialties. Theses services include an Application Service Provider model for the implementation of EMR and practice management software, patient financial services (billing), and practice consulting services. The company's client base currently includes Western Pennsylvania and Northeast Ohio.



"Wellogic, founded in 1992, provides Wellogic Consult, an award- winning, browser-based, RHIO-ready EMR solution. It offers rules- driven alerts and reminders; user tools to facilitate office workflow; clinical documentation; e-prescriptions/order communication; secure Health Network Systems messaging; referrals/second opinions; and integrates with leading PM solutions."

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Michael C. Galose, MD
September 18, 1926 - April 7, 2007
Gabriel E. DeCicco, MD
May 9, 1909 - April 23, 2007



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